

# A Guide to Doing Business with



the Missile  
Defense Agency

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## INTRODUCTION

This pamphlet has been prepared to assist you as a prospective contractor in doing business with the Missile Defense Agency (MDA). You will find in this pamphlet information about the MDA; the special assistance programs for small and small disadvantaged businesses, women-owned small businesses, veteran-owned and service-disabled veteran owned businesses, HUBZones, and historically Black colleges and universities and minority institutions (HBCU/MIs); the various roles of select personnel in the procurement process; and how to market your company's capabilities to MDA. The Office of Small and Disadvantaged Business Utilization (SADBU) wishes to assist you in marketing your products and/or services to the MDA and its Executing Agents.

We hope this pamphlet is helpful to you in understanding MDA. One of our principal goals is to provide an opportunity for all to participate equitably in one of this nation's most important defense programs.

We sincerely welcome your questions and requests for information. We also hope your marketing endeavors with MDA will be a mutually rewarding experience.

If there are additional questions, feel free to contact the SADBU Director or the SADBU Deputy Director at the following address:

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Small and Disadvantaged Business Utilization  
Missile Defense Agency  
7100 Defense Pentagon  
Washington, DC 20301-7100  
(703) 697-8015

Mr. Raymond Lambert  
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# **THE MISSILE DEFENSE AGENCY**

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## **THE MISSILE DEFENSE AGENCY**

The Missile Defense Agency (MDA) began as the Strategic Defense Initiative (SDI) program in March 1983, under the direction of President Ronald Reagan. The Strategic Defense Initiative Organization (SDIO) was chartered in April 1984 by Secretary of Defense Casper Weinberger to supervise the Department of Defense's (DOD's) efforts in developing defenses against ballistic missiles.

In April 1993, SDIO was renamed the Ballistic Missile Defense Organization (BMDO). This change in name reflects the Clinton Administration's concentration on new threats of the post-Cold War world, as well as changes in priorities for national defense.

In January 2002, BMDO was again renamed to the Missile Defense Agency (MDA). This change to Agency status shows a national recognition, emphasis, and high priority of missile defense.

Recently, the MDA's mission has been refined and the Secretary of Defense has identified four program priorities. The first priority is to defend the United States, deployed forces, allies and friends from ballistic missile attack. The second is to employ a Ballistic Missile Defense System (BMDS) that layers defenses to intercept missiles in all phases of their flight (i.e. boost, midcourse, and terminal) against all ranges of threats. The third is to enable the Services to field elements of the overall BMDS as soon as practicable. The fourth is to develop and test technologies, use prototype and test assets to provide early capability, if necessary, and improve the effectiveness of deployed capability by inserting new technologies as they become available or when the threat warrants an accelerated capability. You may obtain more detailed information on the technologies associated with these priorities by reviewing the MDA Program FACT SHEETS on MDA's Internet Home page (<http://www.acq.osd.mil/bmdo/bmdolink/html/bmdolink.html>).

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# **SPECIAL ASSISTANCE PROGRAMS**

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## **SPECIAL ASSISTANCE PROGRAMS**

A number of special assistance programs have been established to ensure that small businesses have a fair share in Federal procurements. Small business owners are encouraged to familiarize themselves with, and take advantage of, those programs for which they qualify. Some of the programs available to small businesses are detailed below.

### **SET-ASIDES FOR SMALL BUSINESSES**

Micro-purchase means an acquisition of supplies or services (except construction), the aggregate amount of which does not exceed \$2,500, except that in the case of construction, the limit is \$2,000. Even though micro-purchases are not set aside for small businesses, the simplicity associated with these purchases make them attractive for small businesses to target and pursue.

Generally, each acquisition with an anticipated dollar value exceeding \$2,500, but not over \$100,000, is automatically reserved exclusively for small business concerns and shall be set aside using the simplified acquisition procedures unless the contracting officer determines there is not a reasonable expectation of obtaining offers from two or more responsible small business concerns that are competitive in terms of market prices, quality, and delivery.

For those acquisitions exceeding \$100,000, early in the acquisition process a review is made for applicability of the Federal procurement socioeconomic programs, including set-asides. If a set-aside is not possible because there is no reasonable expectation that at least two responsible small business concerns will offer the products or services with a resulting award at a fair market price, the contracting officer shall use full and open competition. The use of full and open competition does not preclude small businesses from competing for the action.

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## **SUBCONTRACTING**

The Federal Acquisition Regulation (FAR) requires that any contractor who receives a contract for more than the simplified acquisition threshold shall agree in the contract that small business concerns, small disadvantaged business concerns, and women-owned small business concerns will be given the maximum practicable opportunity to participate in contract performance consistent with its efficient performance. Additionally, for contract awards expected to exceed \$500,000 (\$1,000,000 for construction), the contractor is generally required to submit a Small, Small Disadvantaged and Women-Owned Small Business Subcontracting Plan which becomes part of the contract. Small business concerns are encouraged to make their capabilities known to MDA and to the Ballistic Missile Defense (BMD) prime contractors. Lists of the Subcontracting Plan Administrators for the MDA and BMD prime contractors are available from MDA's Office of Small and Disadvantaged Business Utilization.

## **CONTRACTING WITH THE SMALL BUSINESS ADMINISTRATION (SBA) UNDER THE 8(a) PROGRAM**

Under the provisions of Section 8(a) of the Small Business Act, SBA may enter into contracts with MDA and other Government agencies for supplies and services. These requirements are then subcontracted with SBA-approved 8(a) certified small disadvantaged business concerns. Qualified small disadvantaged business firms interested in participating in this program should contact the nearest SBA office and make their capabilities known to MDA.

The SBA 8(a) Program permits socially and economically disadvantaged companies to receive sole-source procurements for less than \$3 million in the service areas (including option years) and less than \$5 million for manufacturing requirements (including option years). Requirements above these thresholds may be competed among 8(a) firms when there is a reasonable assurance of obtaining two or more proposals from qualified sources at fair market prices. The SBA offers financial, technical, and management assistance upon request. For work currently performed by 8(a) firms, every reasonable effort is made to retain that work for future 8(a) firms.

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## **SMALL DISADVANTAGED BUSINESSES (SDBs)**

The Office of the Secretary of Defense has assigned MDA a 5 percent goal for awards to SDBs, and prime contractors are required to use SDBs to the maximum extent possible in procurement opportunities. Under some circumstances, regulations permit a 10 percent pricing preference be given to SDBs.

## **WOMEN-OWNED SMALL BUSINESSES (WOSBs)**

The MDA Office of Small and Disadvantaged Business Utilization encourages the participation of WOSBs in the acquisition process. Federal agencies have been given a goal to award 5 percent of prime contract and subcontract dollars to women-owned small businesses each fiscal year. MDA continues to seek qualified WOSBs to compete for procurement opportunities.

## **MISSILE DEFENSE AGENCY PILOT PROGRAM FOR SCIENCE AND TECHNOLOGY RESEARCH AT HISTORICALLY BLACK COLLEGES AND UNIVERSITIES AND MINORITY INSTITUTIONS (HBCU/MIs).**

The Department of Defense Federal Acquisition Regulation Supplement (DFARS), Part 226.7003-1 provides for set-asides for HBCU/MIs. MDA has a pilot program under which it issues Broad Agency Announcements for research specifically set aside for HBCU/MIs. The objective of this effort is to attract research at HBCU/MIs toward technical endeavors, which will improve their competitiveness in winning additional support from the main MDA Science and Technology research funding program. Additionally, MDA seeks and encourages HBCU/MIs participation in the mainstream research and development program. Information about this program can be obtained from the MDA SADBUs Office.

## **SCIENCE AND TECHNOLOGY RESEARCH PROGRAM**

Each year the MDA Office of the Chief Scientist (CS) issues a Broad Agency Announcement (BAA) for Research Opportunities to enhance the Science and Technology Research Program. The BAA is announced in the Commerce Business Daily each fiscal year. Businesses that are interested in receiving more information can receive a brochure on instructions for submitting proposals and the addresses of the Science and Technology Agents to whom inquiries and proposals are to be directed by writing to: Missile Defense Agency (MDA), MDA/CS, 7100 Defense Pentagon, Washington, DC 20301-7100

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## **SMALL BUSINESS INNOVATION RESEARCH (SBIR) PROGRAM**

The Missile Defense Agency's SBIR Program is covered in the Department of Defense SBIR Program Solicitation each year. The goals of the MDA SBIR program are to encourage small businesses with research and development capabilities in science and engineering to participate in this program. SBIR program goals are to stimulate technological innovation in the private sector, strengthen the role of small business in meeting DoD research and development needs, foster and encourage participation by minority and disadvantaged firms in technological innovation, and increase the commercial application of DoD-supported research and development. Copies of the DoD SBIR Solicitations are available from the Defense Technical Information Center, (800) 363-7247.

## **SMALL BUSINESS TECHNOLOGY TRANSFER (STTR) PROGRAM**

The Missile Defense Agency's STTR Program is covered in the Department of Defense STTR Program Solicitation each year. Under this pilot program, awards are made to small business concerns for cooperative research and development, conducted jointly by the small business and research institution (non-profit institutes, contractor-operated federally funded research and development centers, and universities). This program is designed to help small companies and researchers who are engaged in technical areas of interest to MDA to commercialize technology, to foster high-tech economic development, and to advance U.S. economic competitiveness. Copies of the DoD STTR solicitations are available from the Defense Technical Information Center, (800) 363-7247.

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## **VETERAN-OWNED SMALL BUSINESS & SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESSES**

Under the provisions of Public Law 106-50, the Veterans Entrepreneurship and Small Business Development Act of 1999, the statute provides for a Government-wide goal for participation by small business concerns owned and controlled by service-disabled veterans shall be established at not less than three percent of the total value of all prime contract and subcontract awards for each fiscal year.

## **HUBZone SMALL BUSINESS**

The Historically Underutilized Business Zone (HUBZone) Empowerment contracting Program, which is included in the Small Business Reauthorization Act of 1997, provides federal contracting opportunities for qualified small businesses located in distressed areas. Fostering the growth of these federal contractors as viable businesses, for the long term, helps to empower communities, create jobs, and attract private investment. The provisions of the statute set the government contracting goal for HUBZone SBCs initially at one percent of all Federal prime contracts with a gradual increase to three percent by the year 2003.

## **OTHER RESEARCH OPPORTUNITIES WITH MDA**

The Department of Defense sponsors a University Research Initiative (URI) to enhance the country's universities' capability to perform research and related education in science and engineering areas critical to national defense. The MDA participates in the following programs through its Office of the Chief Scientist. More information on each of the programs can be obtained by contacting MDA's Office of the Chief Scientist at: Department of Defense, Missile Defense Agency, Office of the Chief Scientist, 7100 Defense Pentagon, Washington, DC 20301-7100.

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**DOD MULTIDISCIPLINARY RESEARCH PROGRAM OF THE UNIVERSITY  
RESEARCH INITIATIVE (MURI).**

The MURI supports research teams whose efforts intersect more than one traditional science and engineering discipline. Proposals can only be submitted by U.S. institutions of higher education with degree-granting programs in science and/or engineering, or by consortia led by such institutions.

**DEFENSE UNIVERSITY RESEARCH INSTRUMENTATION PROGRAM  
(DURIP).**

DURIP is designed to improve the capabilities of U.S. universities to conduct research and to educate scientists and engineers in areas important to national defense by providing funds for the acquisition of research equipment in specific research areas where there is an existing DoD grant already in place.

**DEPARTMENT OF DEFENSE EXPERIMENTAL PROGRAM TO STIMULATE  
COMPETITIVE RESEARCH (DEPSCoR).**

The objective of DEPSCoR is to improve the competitiveness of individual investigators at U.S. universities in specified states and Puerto Rico to conduct research and to educate scientists and engineers in areas important to national defense.

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# ROLES OF SELECT PERSONNEL IN THE PROCUREMENT PROCESS

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## **Roles of Select Personnel in the Procurement Process**

Listed below are the titles and brief descriptions of the duties of select personnel instrumental in executing MDA procurements. While this list does not include all of the personnel involved in the procurement process, those identified are generally available to assist small businesses with questions or other issues pertaining to procurements.

The contracting officer acquires R&D supplies and services through a contract that meets the requirements of the requesting party within the constraints imposed by the laws and regulations of the Federal contracting process. The contracting officer is the only person who can sign and bind the Government or change the terms of the contract. He or she ensures that a company lives up to the terms of the contract and resolves issues brought up by contractors, impartially and with due process. Throughout the procurement process, contracting officers ensure that all contractors on a given requirement receive equal treatment and remain on the same footing.

Usually, one or more contract specialists are assigned to each solicitation. Working for or as a contracting officer, the specialist interacts with MDA personnel requesting the procurement and the contractor(s) offering to perform it. The specialist puts the solicitation package together, answers general questions about pre-solicitation notices, reviews proposals for completeness and compliance, develops the government negotiation position and conducts negotiations. The specialist ensures fairness in the overall proposal evaluation process.

The Small and Disadvantaged Business Utilization (SADBU) Director ensures that the interests of small businesses are compatible with the mission of MDA. The SADBU does not award contracts or make the decision to do so. As part of the executive staff, the SADBU is a program manager for the small business program. In this role, the SADBU determines MDA policies, advises MDA management, and interprets regulations. The MDA SADBU Director also serves as the HBCU/MI Program Manager for MDA. The SADBU also guides technical and contracting personnel in areas such as set asides and subcontracting. Small businesses with difficulties or other contracting issues can turn to the SADBU as their advocate.

The competition advocate ensures that solicitations are issued on a competitive basis except those that have a justification to be issued as sole source.

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# HOW TO MARKET TO MDA

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## HOW TO MARKET YOUR CAPABILITIES TO MDA

Marketing can require a considerable investment of time and money. Successful marketing involves many elements. Listed below are steps you should take to market your services and capabilities to MDA.

\* Refer to Glossary at the end of this section

### **Contact the SADBUs Office**

- Request a MDA Small Business Packet
- Review MDA's Organization Chart
- Complete the MDA Small Business Database form (Be sure to list North American Industry Classification Systems (NAICS) Codes)
- Call for an appointment with the SADBUs Director

### **Research MDA**

- Review MDA's Home Page on the Internet
- Use the BMD Technical Information Center
- Review the Missile Defense Agency Acquisition Reporting Bulletin Board (BARBB)
- Review announcements at <http://www.fedbizopps.gov>

### **Meet with the SADBUs**

- Introduce your company's capabilities orally
- Provide completed Small Business Database Form
- Present your company's capability statement tailored specifically to MDA
- Request status of procurements in which you are interested

### **Follow-up with SADBUs**

- Keep in contact with SADBUs
  - + Update capabilities
  - + Update corporate information, address changes, etc.
- Request to be included on mailing lists
- Review BARBB

### **Prepare for Proposal Development**

- Request the Solicitation when applicable
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- Carefully review the Request for Proposals (RFP)
- Don't assume anything; if there are questions, ask the Point of Contact
- Attend Presolicitation and Preproposal Conferences when applicable
  - + Prepare questions before arriving
  - + Listen to questions the competitors are asking
  - + Incorporate answers to questions when preparing proposals
- Answer all of the questions in the RFP
- Present proposal using proper format
- State your proposal clearly and precisely





## **Glossary**

Home Page, The MDALINK is provided through the efforts of the Missile Defense Agency External Affairs Office. The address is: <http://www.acq.osd.mil/bmdo/bmdolink/html/bmdolink.html> or use the DefenseLINK under “Other Components” at <http://www.dtic.dla.mil:80/defenselink>.

The BMD Research Information Center (BRIC), located in FOB2 (Navy Annex), is one of the most comprehensive resources available. This facility supports all BMD program activities and provides a wide range of timely scientific and technical information. For more information, call (703) 697-8855.

Missile Defense Agency Acquisition Reporting Bulletin Board (BARBB) provides a consolidated source of public information about current and prospective solicitations. The BARBB contains announcements about new procurement opportunities, showing target dates for draft and final requests for proposals, and other pertinent information about the procurements. The BARBB can be accessed on the Internet at: <http://www.acq.osd.mil/bmdo/barbb/barbb.htm>.